

Advertising

Using false, deceptive or misleading advertising or representations to induce the purchase of a motor vehicle is an unfair practice and is prohibited.

Vehicle prices

The advertised price must include all charges that the customer will pay, except sales tax, title and registration fees. Post advertised prices on the vehicle. Don't use phrases such as "write your own deal" or "name your own price" because they mislead customers.

New vehicle discount

You may only advertise new vehicles using terms such as "invoice" or "cost" when you disclose that the "actual dealer cost is, or may be less, due to factory holdback, rebates, incentives, or other discounts."

"Free" merchandise

Don't use the word "free" in any advertising if the customer must purchase something to receive the "free" merchandise, equipment, accessories or service. You may state that an item "is included with" the purchase.

Trade-in allowance

You are not allowed to use phrases such as, "we will pay up to," "appraise your own vehicle" or "as much as" when advertising an allowance for a trade-in.

Dealer name on advertising

When advertising vehicles for sale, include the dealer's name in the ad.

Availability of vehicles

If you say a certain type of vehicle is available, be sure you have enough of them to meet anticipated demand. If they are not on hand, you must know that they will be delivered within a reasonable time.

Damaged vehicles

If two or more vehicles are damaged by the same cause, include the cause of the damage in all ads. For example, if two or more vehicles were damaged by a hailstorm, a flood or a tornado, disclose the damage for all vehicles that were damaged. Always tell the customer about a flood damaged vehicle, whatever the damage.

Model year

When advertising any motor vehicle, always state the model year. In addition, if the vehicle is of the current or previous model year, you must also designate it as “used” if that is the fact. Words like “demonstrator,” “executive,” “low mileage” and “one-owner” also designate a vehicle as used.

Used vehicle pricing guides

Do not use new vehicle list prices, wholesale or retail pricing guides to compare price savings for specific used vehicles. A general comparison is allowed.

“Clearance” merchandise

Do not use statements such as “last of the remaining,” “close out,” or “clearance” to advertise used vehicles unless the dealership is actually going out of business.

Lease vehicles

Clearly identify which vehicles are for sale and which are for lease when advertising both in the same ad. If the advertisement only contains lease vehicles, this must be disclosed.